

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

ROBERT J. SCHULLER ET AL.

Serial No.: 10/609,446

Filed: June 27, 2003

For: FOOD PRODUCT SCALE-BASED INCENTIVE SYSTEM

Attorney Docket No.: VCI 0430 PUS

Group Art Unit: 3622

Examiner: Jeffrey D. Carlson

STATEMENT UNDER 37 C.F.R. § 3.73(b)
ESTABLISHING RIGHT OF ASSIGNEE TO TAKE ACTION

Commissioner for Patents
U.S. Patent & Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Valassis In-Store Solutions, Inc., a Delaware corporation having its principal offices at 19975 Victor Parkway, Livonia, Michigan 48152, is the assignee of the entire right, title and interest in the above-identified application, U.S. Application Serial No. 10/609,446, by virtue of an assignment of a chain of title from the inventor(s) of the patent identified above to the current assignee as follows:

1. From the inventors to PREMARK FEG L.L.C. dated June 19, 2003. The assignment was recorded in the U.S. Patent and Trademark Office on June 27, 2003, at Reel 014276, Frame 0712.
2. From PREMARK FEG L.L.C. to VALASSIS IN-STORE SOLUTIONS, INC. dated July 29, 2008. The assignment was recorded in the U.S. Patent and Trademark Office on October 30, 2008, at Reel 021760, Frame 0292.

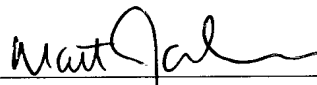
As required by 37 C.F.R. 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 C.F.R. 3.11.

The undersigned (whose title is supplied below) is empowered to act on behalf of
Valassis In-Store Solutions, Inc.

Valassis In-Store Solutions, Inc.

Date: 11/11/08

Telephone (248) 358-4400


Signature
Printed Name: Matthew M. Jakubowski
Title: Attorney of Record, Reg. No. 44,801